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September 2004

## RALEIGH EXPORT ASSISTANCE CENTER TRADE BULLETIN

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**WE HAVE MOVED!** As of July 1, 2004, the U.S. Department of Commerce's Raleigh Export Assistance Center is now more conveniently located to better serve you! Located off of Globe Road and just two miles from the airport, we are easy to find and have convenient parking. Our new address and contact information is 10900 World Trade Blvd. Ste 110, Raleigh, N.C. 27617 Tel: 919-281-2750 Fax 919-281-2754

### **Commercial News USA: Advertise in the Official Showcase for American-Made Goods and Services**

Commercial News USA is the official United States Department of Commerce showcase for American-made products and services. The catalog-style magazine is designed to help American companies promote products and services to buyers in more than 145 countries--at a fraction of the cost of other advertising options

Commercial News USA is distributed bi-monthly to readers outside the United States. The magazine, which is free, is mailed directly to qualified recipients and distributed by U.S. and Foreign Commercial Service personnel at U.S. embassies and consulates worldwide. Each issue reaches an estimated 400,000 readers worldwide.

Whether you seek representation, distribution, direct sales, licensing or joint-venture partners, Commercial News USA will deliver your message directly to potential customers in export markets worldwide. Just one listing can produce a substantial return on your investment. Advertising in Commercial News USA provides American companies with an unparalleled opportunity to market products and services around the world. Advertisers in Commercial News USA have the potential to increase export sales with a minimal investment.

- \* **Direct Response.** New customers around the world will read about your product or service and will receive information to contact you directly.
- \* **Broad Distribution.** Worldwide circulation to an estimated 400,000 business readers in more than 145 countries.
- \* **Built-In Credibility.** Distributed by U.S. Foreign and Commercial Service officials at embassies

and consulates, Commercial News USA enjoys a unique credibility that no other publication can offer.

- \* **Follow-Up Support.** The U.S. Department of Commerce offers free, individual export counseling at any of the more than 60 U.S. Export Assistance Centers across the country.

**The deadline to advertise for the November/December 2004 issue of Commercial News USA is September 3, 2004.** The closing deadline for future issues is 60 days prior to publication and the deadline for materials is 45 days prior to publication. Please visit <http://www.export.gov/cnusa/index.html> for more information.

### **US – Chile Free Trade Agreement**

Chile's market reforms have transformed its economy, making it one of the most dynamic and promising markets in the region and have secured its position as a Latin American business hub. With the passage of the US-Chile Free Trade Agreement, the first negotiated FTA in Latin America since the North American Free Trade Agreement (NAFTA) in 1993, there are more reasons than ever to consider expanding your business to Chile.

Chile holds a commercial influence in South America due to the energy and professionalism of its entrepreneurs, the transparency of its regulations and predictability of its decision-makers. While the US – Chile FTA does involve the elimination of tariffs for US products to Chile, non-tariff provisions may have an even greater impact by further strengthening an already open business climate between the two countries. In addition, recent strengthening of the Chilean Peso - up more than 20% against the dollar in 2003- makes US products and services even more competitive than ever. It is now easier than ever for US companies to promote and sell their products and services to the most dynamic market in South America.

**Best Prospects for US Companies:** Computer Hardware, Software, And Services • Construction • Food Processing • Logistic Equipment And Services • Medical Equipment And Services • Safety And Security • Telecommunications • Water Treatment

For an exporter's guide to the US-Chile FTA, please visit <http://www.buyusa.gov/chile/en/ftaguide.html>

To learn more about the US – Chile FTA as well as Brazil and Argentina trade opportunities and challenges, join us November 9<sup>th</sup> for a regional trade conference, [North Carolina – South America Connections](#). More information about this educational and networking opportunity is listed below.

### Useful Websites

**Export.gov - US Government Export Portal.** Export.gov (<http://www.export.gov>) is the portal to all export-related assistance and market information offered by the federal government. Whether you're looking for trade leads, free export counseling, or help with the export process, Export.gov is your first step in growing your international sales. You may also register to receive monthly updates on feature articles, trade events and new market reports.

**E-market Express.** The US Commercial Service maintains this research website that provides valuable information on several key industries in markets around the world. Industries included in the study are Aerospace & Defense, Automotive, Cosmetic & Toiletries, Environmental, ICT, Medical, Safety & Security Textile & Apparel, and Travel & Tourism. After choosing one of the included industries, you are then able to search reports on market research, trade leads, and trade events in various nations and markets around the world. There is no fee to receive these reports. Visit <http://www.buyusa.gov/eme> to take advantage of this valuable research tool.

### Upcoming Events

#### **NCWTA Annual Conference**

Make plans now to attend the NCWTA Annual Conference, one of the main international trade events in the state, from **September 15<sup>th</sup>-17<sup>th</sup>**. The three-day conference will be held at Pine Needles Lodge & Golf Club in Southern Pines, North Carolina and will feature the theme **Winning with Global Trade**. A few of the many exciting keynote speakers include Ray Owens of the Federal Reserve Bank, Secretary Elaine Marshall, NC Secretary of State, and Jim Leonard of the US Department of Commerce. Registration is currently underway, so be sure to sign up now to receive the best rate. Visit [www.ncwta.org](http://www.ncwta.org) and click on Trade Events- 2004 NCWTA Conference for more information, or contact your local chapter.

#### **Triangle Trade Club Chapter Meeting**

The next meeting of the NCWTA Triangle Chapter will be held **Tuesday, October 12, 2004** at the Holiday Inn, Raleigh/Durham Airport. Mark Vitner, a Vice President and Economist with Wachovia, will speak on the US Economic Outlook in a Global Context. The price will be \$27 for NCWTA members, and \$37 for non-members. Networking opportunities begin at 5:30pm with dinner and the meeting to follow.

### **Lunch & Learn**

#### **“Hong Kong – It's Essential Role in U.S.-China Trade”**

This Lunch & Learn session on **Thursday, October 7, 2004** from 11:30am to 1:30pm at The World Trade Center North Carolina will focus on the unique role of Hong Kong in today's rapidly growing and dramatically evolving trade landscape across China. It will include a presentation followed by interactive discussion and Q&A. You'll get answers to questions that can affect your business and influence your decisions. Seating is limited, so please call early to register. Call 919.281.2740 or visit <http://www.wtcnc.org/pages/howassist.html> for more information. There will be a \$17 fee that includes a deli lunch and soft drink.

#### **2004 National District Export Council Conference**

**October 19-21, 2004 – Memphis, Tennessee**  
***“Competing for the Future”***

Come and join several hundred international business professionals, manufacturers and policy makers as they converge on Memphis to attend the 2004 DEC annual conference at the Peabody Hotel. Over the three-day period you will meet and engage with international business practitioners from across the United States and hear from the senior management of some of this country's leading companies including, FedEx, Tyson Foods & Wal-mart as well as senior policy makers for the Bush Administration, U.S. Department of Commerce Secretary, Don Evans and Undersecretary for International Trade, Grant Aldonis. Reserve your place quickly- early registration ends September 15<sup>th</sup>. For more information please visit <http://www.districtexportcouncil.com/conference.cfm>.

#### **North Carolina–South America Connections**

**Brazil ♦ Chile ♦ Argentina**  
**Trade Opportunities and Challenges**

**On Tuesday November 9, 2004**, you are invited to attend a regional trade conference on North Carolina to South America business connections at the Carolina Inn at Chapel Hill, North Carolina. At this conference, you will hear ambassadors and speakers from the Southern Cone and Washington present timely, relevant information about conducting business in South America. Invited speakers include His Excellency Andrés Bianchi, Ambassador of Chile to the U.S., His Excellency Roberto Abdenur, Ambassador of Brazil to the U.S., and His Excellency René A. Leon, Ambassador of El Salvador to the U.S. Save the date for this must-attend event! Seating is limited, so call (919) 281-2740 today to make your reservation, or visit [http://www.wtcnc.org/pages/news\\_events\\_details.html](http://www.wtcnc.org/pages/news_events_details.html) for more information.